Wells, Rich, Greene, Inc. / 9 West 57th Street at 5th Avenue / New York, N.Y. 10019

October 15, 1987

Ms. Karen Eisen
Philip Morris
Research Department
120 Park Avenue
New York, NY 10017

Dear Karen:

Attached is a draft for the thin research guide and a copy of the call report which outlines the specific points the brand and account groups want covered.

Let me know if there are additional areas that should be covered.

Sincerely,

Barbara Paul
Sr. Project Director

Telephone: (212) 303-5000 / Telex: 239732 WRG UR

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